



Putting *e*-business to work

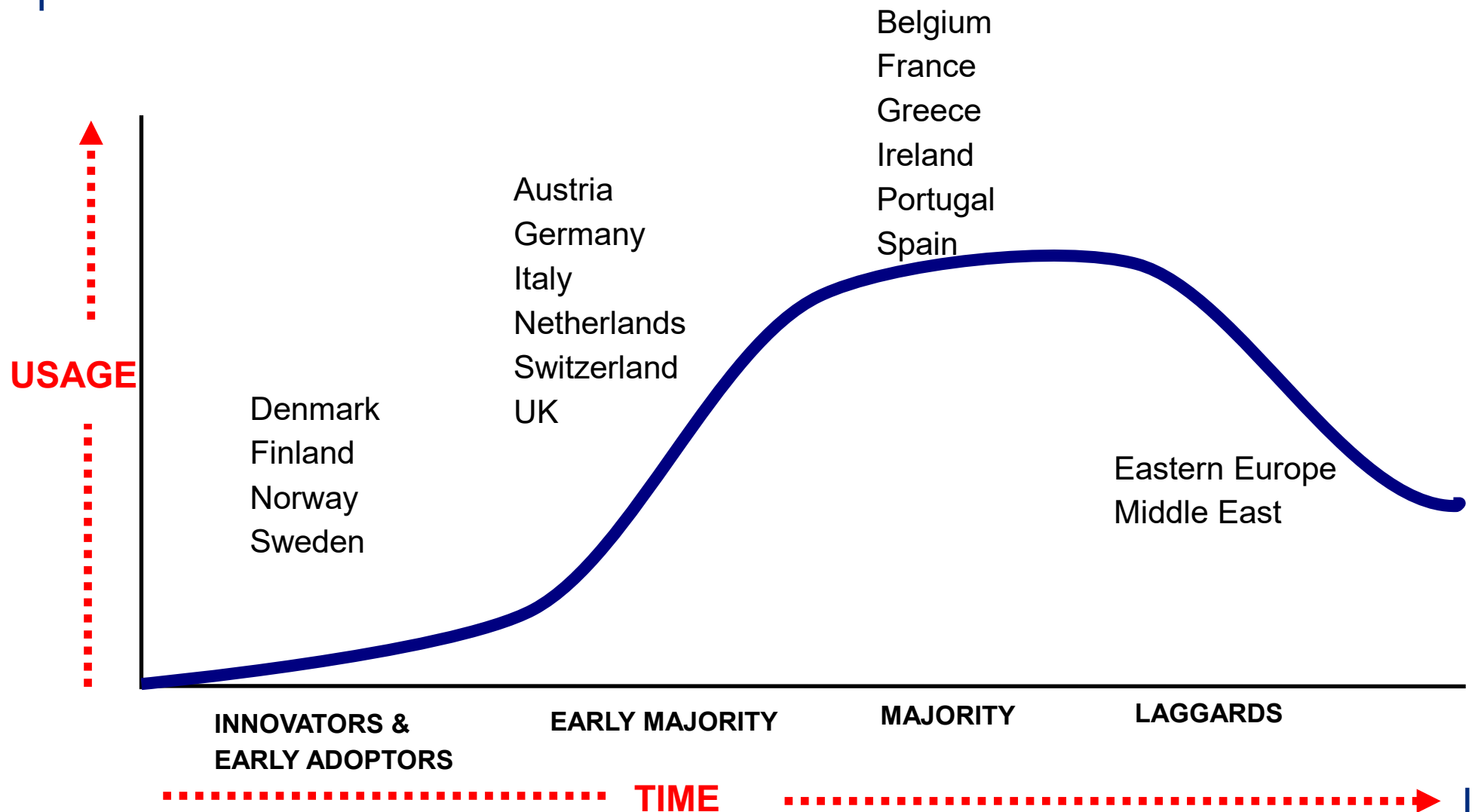
... the European way

Lars Alm
General Manager,
e-business Services,
EMEA
IBM Global Services



IBM Global
Services

Emergence of the Internet and e-business in Europe



Source: EMEA MII Country ranking, Market Monitor Core 1/97, WW Internet Survey

EMEA Environment

	EUROPE	US
Business with Internet Access	47%	61%
Households with Internet Access	10%	23%
Total spending on IT	\$196 b	\$320 b
Total spending on telecom services	\$182 b	\$230 b
Households with PC	24%	46%

So, by 2005, Europe may have significantly closed its technology gap with the US.

Source:
Business Week /



IBM Global Services

Actions for 1999

**Form e-business Services Practice with clear
e-business mission**

Drive "food chaining" through e-business

Maximize the reuse

Harvest on the global e-business offerings

IBM to be the e-commerce services partner in EMEA

Cedlerts



Key learning points of the C@dler's case

Build on what you've got

Speed to new market needs leveraging of partners

Start small - Think BIG



LEGO

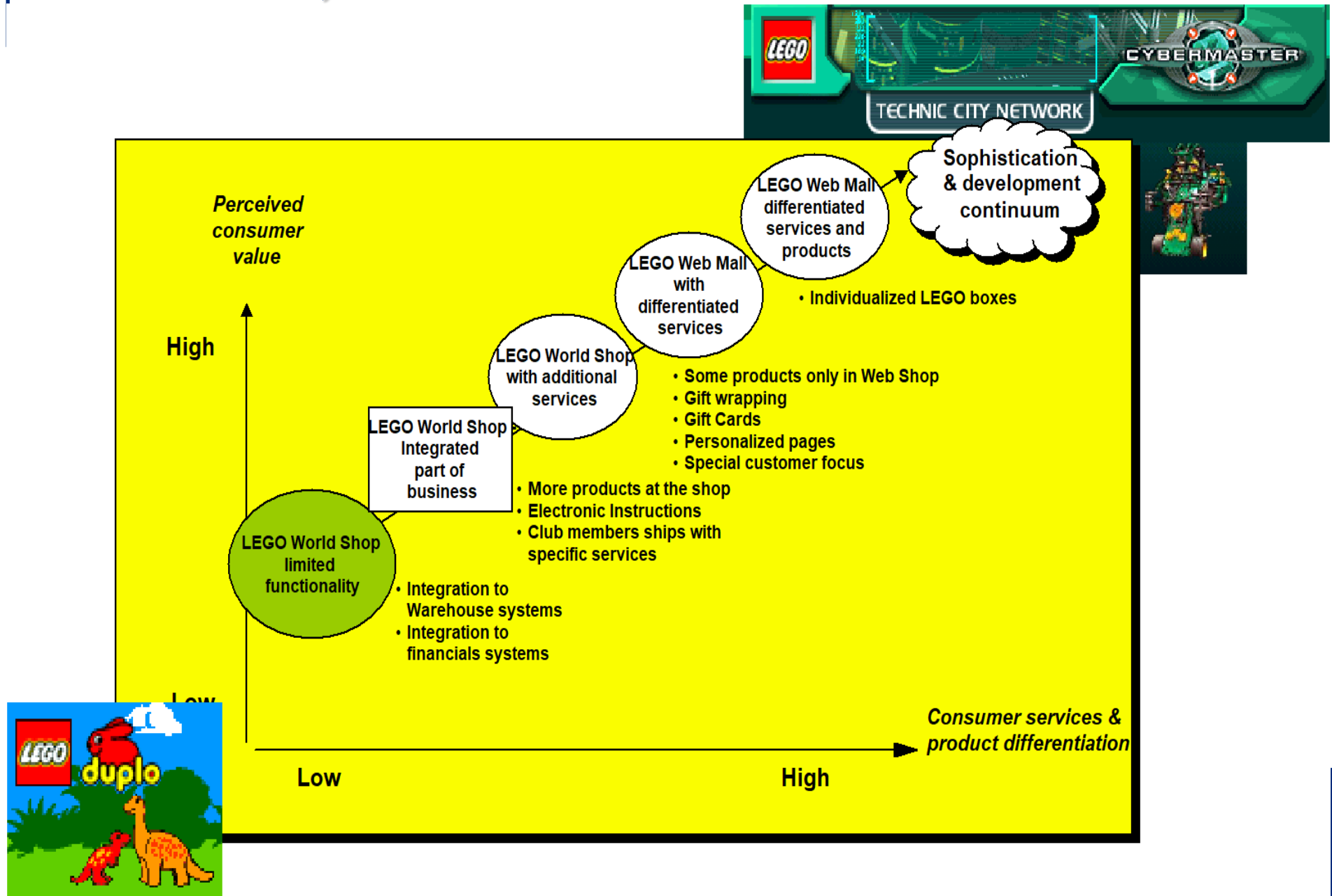
Children are our main concern



IBM Global Services

L@GO World Shop Blueprint

Start Small; Think BIG

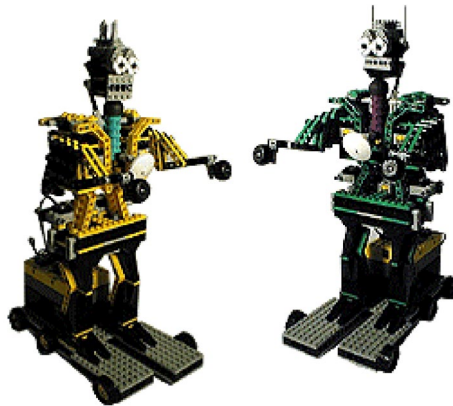


Key Learning Points of the L@GO World Shop

e-business made LEGO choose IBM

Focus on core business and leverage partners for quick return on investment

Utilize the IBM capabilities from Consulting to Strategic Outsourcing



just imagine ...

LEGO Project Manager, Tau Steffensen:

“This project is not about technology - it is all about business”

Pieces of Advic@

It's about business!

Best way to new business and winbacks!

Build on existing knowledge and technology!

Start small - Think BIG!

Speed by new partnerships

Security is vital!



IBM - the @-commerce services partner of choice

